

Searching for segments

08/18/2025 9:09 am EDT

The search bar at the top of the Segments page (number one below) and the permissions list (number two below) can filter the segments list. Use the dropdown box on the right (number three below) to sort the list.

Segments

A segment is a group of respondents that match a common definition. Segments can be defined by responses to questions and geographic location. Segments can also be combined with one another to create complex segments. [Learn more about segments.](#)

1 Enter search term

2 ☒ All ☐ Syndicated ☐ Custom ☐ Shared

3 Newest first

Showing 1 to 25 of 247 results

TYPE	NAME	DATE
Shared	Booking.com Segments: Frequent travelers, book hotels online via accommodation site, no brand preference	October 3, 2024
Shared	Booking.com Segments: Frequent travelers, book hotels, never heard of Booking.com	October 3, 2024

Segments, like questions, can be searched by keywords [with or without Boolean operators](#) and sorted by *Name*, *Newest first*, *Oldest first*, and *Relevance*. If you search for two terms, such as **car brand**, the system assumes you want an *OR* search. If you want both terms included in the results, you must add either the word *AND* (**car AND brand**) or the *AND* symbol, the plus sign (**car + brand**).

Only the segment names are indexed, so you will not see any search results based on responses. If I search for **paid**, I won't find this segment, even though one of the possible responses contains the word *paid*.

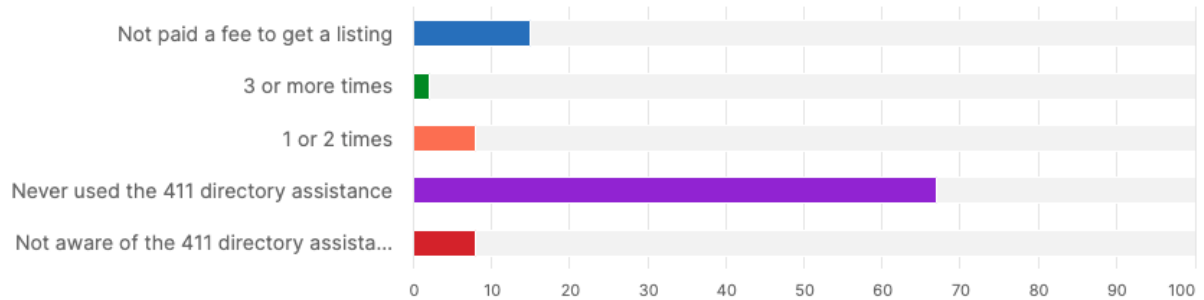
SEGMENTS

Active Shoppers - Q2 2016



Submit

ACTIVE SHOPPERS - Q2 2016



Margin +/- 2.03% Percentages may not sum to 100 due to rounding.

2,052 responses from March 6, 2012 to March 23, 2012

